



"Women Workers, Take Up Your Rifles!", 1920

Posters

The first thing to say about posters is that simplicity is what makes them good.

Hence the quality and impact of posters has gone down since it became possible to print photographs in polychrome. Posters have come to all look the same, without distinction and without a clear message.

Posters should have a simple, strong image and a few words, printed large so that they can be read from far away.

The above image is a one of the famous Soviet revolutionary posters that were made with paper and only two colours of ink (black and red).

- To download any of the CU courses in PDF files [please click here](#).